



Euromonitor  
International

# Apparel and Footwear Specialists in South Africa

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Apparel and footwear retailers benefit from diversified offerings  
Pepkor leads, while Truworths struggles as demand shifts to value for money  
SARS clampdown on affordable cross-border e-commerce

PROSPECTS AND OPPORTUNITIES

Performance will benefit from increase in disposable income  
Market likely to become more consolidated as Pepkor review business strategy  
Local operators to regain traction online as cross-border loses ground

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Retail in South Africa - Industry Overview

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Competition intensifies, leading to a more consolidated market  
SARS introduces new regulation for cross-border e-commerce  
What next for retail?

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- Informal retail
- Opening hours for physical retail
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- Seasonality
- Christmas
- Back to School

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